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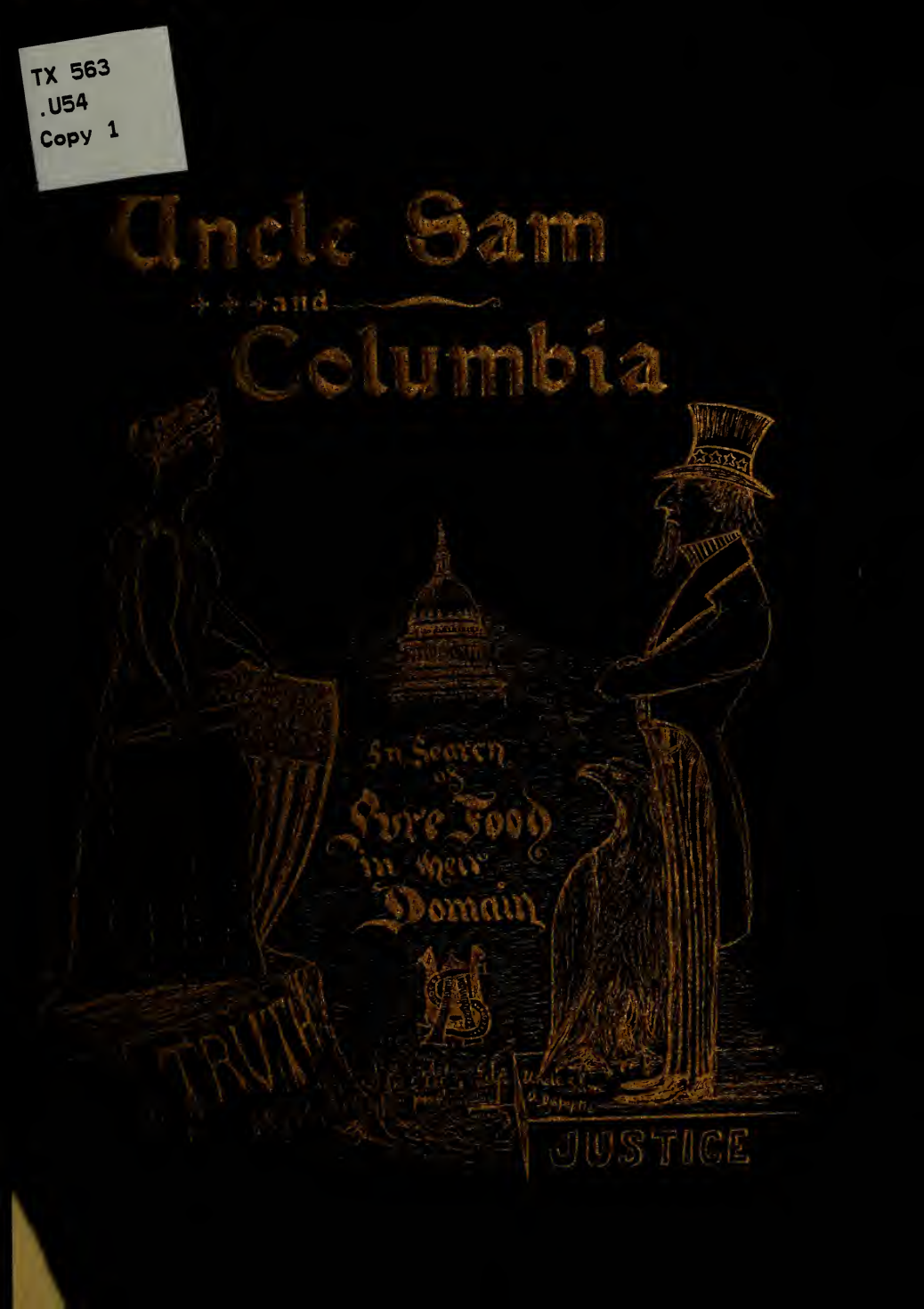
Uncle Sam
and
Columbia



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1889.

MAR 0 1899

UNCLE SAM
AND
COLUMBIA

IN SEARCH OF
PURE FOOD
IN THEIR DOMAIN.

Issued in connection with an Impure Food and Deceptive Label Exhibit.

Published by
CROCKER & ROBBINS, GROCERS,
GALESBURG, ILL.

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PRESENTS
THE WAGONER PRINTING CO
GALESBURG, ILL.

10533
Feb. 4. 99.

BETWEEN OURSELVES.

WHY?

About a year ago we began to write a series of articles on the subject of food adulteration, deceptive labels, misleading advertisements, etc., dividing them into chapters and sending them far and wide. Naturally at first our purpose was advertising: but the chapters grew as investigation went on, and at the request of many readers we have decided to issue these chapters in book form. With this end in view, we have revised them and have had them appropriately and artistically illustrated, printed on fine tinted paper, in colors, and handsomely bound, with the title, "Uncle Sam and Columbia, In Search of Pure Food in their Domain." As will be seen, it is a most unique and beautiful souvenir.

We trust it will be widely read, and the pleasant way in which the rather heavy subject has been illustrated will be appreciated by those who read it. The success of the pamphlet is largely due to the enthusiastic interest manifested by our artist in the subject under investigation.

Many adulterations used in the preparation of food are poisonous, or indigestible, and dangerous to life and health, and under existing conditions all are fraudulent. In our exhibit made in connection with the issue of this pamphlet, these goods are shown in duplicate, the genuine article, and the counterfeit. Adulterated goods will be shown as they are sold in Illinois, and the same goods as they must be labeled in order to be sold in Michigan, and some other states, where pure food laws have been enacted, and are in force. We show how they have to paste an extra gum label on the same goods, which will tell you the plain truth that they are adulterated. We appeal to the strongest of the natural senses: what we see with our eyes, and can handle with our hands, we are apt to believe. It is only just here to

mention in a kindly way our appreciation of those manufacturers and jobbers who have shown an interest in what we have been doing, and have rendered valuable aid in securing samples for use in our exhibit, so that we are enabled to carry out our plan successfully.

Thus we send our booklet out upon its mission, hoping it will do some good, and that we may have had a small part in awakening a sentiment that will result in national food legislation worthy so great a nation.

Thanking our readers for their kindly sympathy and interest, and hoping they will remember our watchword, and join us in these principles:

Best Goods and Honest Labels, First, Last, and Always,

We are yours sincerely,

CROCKER & ROBBINS.

A PLEA FOR WHOLESOME FOOD

CHAPTER I.

"If the pure food laws of Ohio were in force in Illinois, they would throw out many stocks now offered."

That expression, at the bottom of one of our advertising circulars, attracted so much attention that we determined to enlarge upon the whole subject of pure and adulterated food, deceptive labels, etc. It marked the beginning of what has grown to the large pamphlet in the reader's hands.

Every good thing has a counterfeit.

This is a day of adulteration, misrepresentation and fraud. Everything good and meritorious has a counterfeit. This is true of everything: even the food we eat is not exempt. The pure food laws of Illinois are of little value and are not enforced. The consumer is absolutely at the mercy or cupidity of the merchant. The hard times of the past few years made the opening wedge for adulterated and deceptive goods. Reduced earnings made retrenchment necessary, and avaricious manufacturers were quick to seize upon it, and produce inferior goods, bearing first-class labels, and sold at ridiculously low prices. Unscrupulous merchants were soon found all over the country willing to stock up with these inferior goods and distribute to consumers.

Until about five years ago Galesburg had the reputation of carrying the finest lines of groceries of any city of its size in the state, outside of Chicago. Scarcely any "seconds" were carried by our merchants. But to-day nearly every dealer is forced to carry a small line of these second-class goods, and some of the vilest known to the trade are sold in our city and every other city in the land.

Canned goods have offered a shining mark, as they enter largely into use in every home. Look at . . .

Canned Corn selling to the Consumer at 4c to 6c per can; 35c to 60c per dozen.
Canned Lima Beans, 5c to 8c per can; 55c to 90c per dozen.
Canned Peas, 5c to 8c per can; 55c to 90c per dozen.

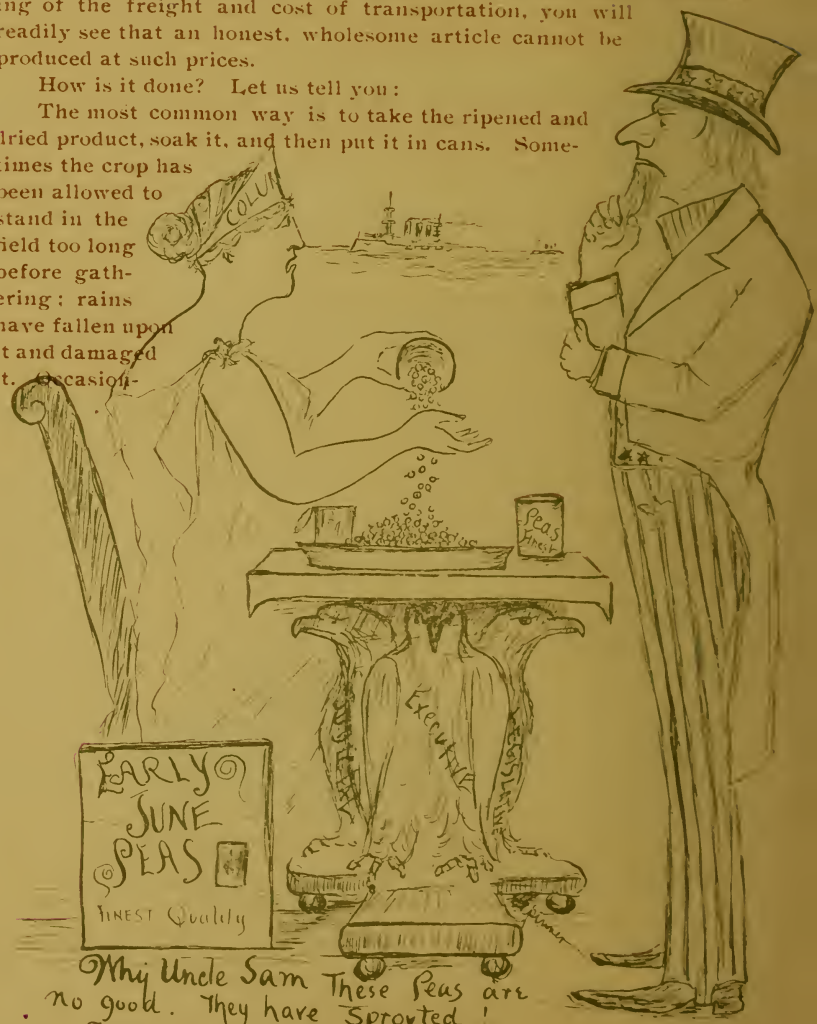
When you think of the cost of producing the crop, gathering it,

Not in business for his health.

cans, canning, the jobber's profit, the retailer's profit (and you can depend upon it, no man is in the business for his health), to say nothing of the freight and cost of transportation, you will readily see that an honest, wholesome article cannot be produced at such prices.

How is it done? Let us tell you:

The most common way is to take the ripened and dried product, soak it, and then put it in cans. Sometimes the crop has been allowed to stand in the field too long before gathering; rains have fallen upon it and damaged it. Occasion-



ally, if you notice closely, in a can of cheap peas you will discover that some of the peas had sprouted before they were gathered and canned. Can such food be wholesome? We leave it for you to answer. If you doubt these statements, ask any reliable dealer of fifteen or twenty years' experience of your acquaintance, or any reliable wholesale grocer. If the goods referred to above were sold in Ohio they would have to bear the word "soaked" or "bleached" right on the face of the label. It should be so in Illinois.

Can such food be wholesome?

CHAPTER II.

Look to the Food You Eat.

Yes, some people are looking to the food they eat, as was shown by the many commendations which followed the issuing of the preceding chapter in circular form. There was a decided demand for more information on the same subject. This time we will mention a few of the goods most commonly tampered with in the grocery trade, and also mention some of the means followed in order to produce a cheap article.

Cheap Jellies (and the quantity sold is great) are made from soused pigs' feet, ears, and other meats, apple cores, apple skins, and glucose, and can be bought at retail put up in 15-lb. wooden pails for 35 cents and upwards. The pail costs 10 cents, transportation 7 cents: this leaves only 18 cents for 15 pounds, or a trifle over 1 cent per pound for the manufactured article, the profit of the jobber, and the retailer. Now, how much real fruit can there be in such goods? We leave it for you to figure out.

Honey, put up in glass jars with a small piece of honey comb standing up in the center (ever buy any such?) and surrounded by a very little honey, and a good deal of glucose. It sells for 10 cents, and the glass containing it is worth 3 cents: you put a little of this honey on your tongue and you will plainly taste the glucose: very little of it

"Pure honey" but bees wouldn't own it.

was ever made by bees, and yet the label will very likely tell you it is "Pure Honey."

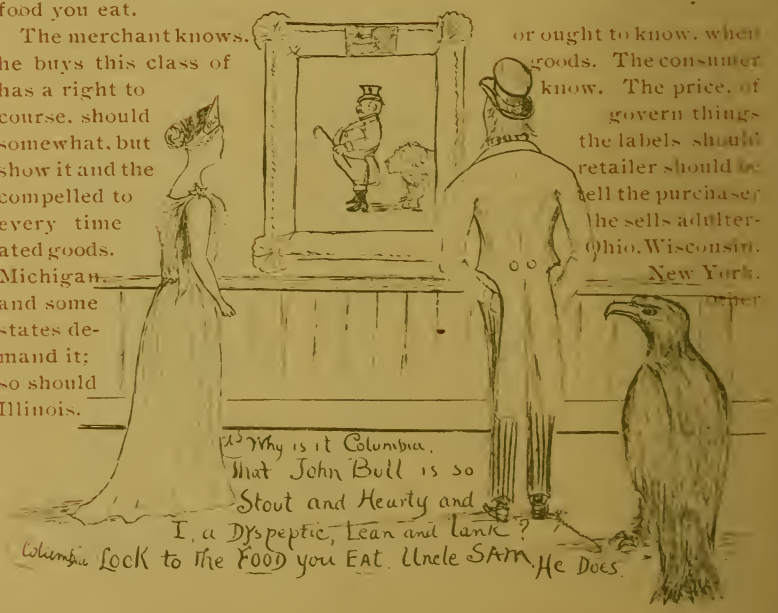
How often we hear it said. "We can't get a good can of blackberries or raspberries." The reason is clear. The popular price for these goods now is six to eight cents per can. To produce the goods at this price, the fruit must be literally stripped from the bushes, with very little hulling or cleaning, and put in the cans with a little sweetened water.

Dangerous mixtures.

Baking Powder is another article that is most fearfully adulterated, and while some of the ingredients are harmless, many of the mixtures are most dangerous and their sale should be forbidden. Baking powder selling as low as 8 to 10 cents per pound when pure cream tartar is worth 35 cents and common soda 5¼ cents per pound. To lower this price, starch, flour, alum, terra alba (white earth), etc., are used. Is it any wonder that stomach, kidney, and liver troubles are common to-day? You may buy a cheap or shoddy garment and no harm come from it, except, perhaps, to your pocket. Not so with the food you eat.

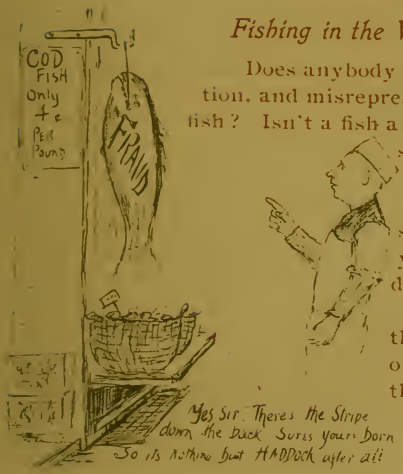
The merchant knows, or ought to know, when he buys this class of goods. The consumer has a right to know. The price, of course, should govern things somewhat, but the labels should show it and the retailer should be compelled to tell the purchaser every time he sells adulterated goods. Michigan, Ohio, Wisconsin, New York, and some states demand it; so should Illinois.

Other states, why not Illinois?



CHAPTER III.

Fishing in the Wrong Barrel.



Does anybody ever suppose that fraud, adulteration, and misrepresentation could be practiced with fish? Isn't a fish a fish? and an oyster an oyster? a sardine a sardine, etc.? How can it be other than it is named? Well, let us tell you. Here is a real fish story. We got our first experience years ago; it was an eyeopener to deception that we never forgot.

A real fish story.

About twenty-five, perhaps thirty, years ago a grocery house opened up in our city who styled themselves "The Oriental Tea Co." They were located on the north side of Main street between Cherry and Prairie. They came with flying colors and a loud noise. They advertised some goods at prices that astonished the natives, and perhaps their competitors as well. One day passing the store a clerk saw some fine looking dry, salt fish hanging at the door marked "Cod fish, only 4c per pound," in large characters. The heart of this clerk sank within him. Genuine Georges cod fish cost us 6c per pound and we were selling at 8c per pound.

To say this clerk was astonished is putting it mildly. Of course he reported it to his employer who was older and wiser than he. Now, in those good old days such fish were sold whole, not in strips or packages as to-day. The clerk's employer told him the next time he was passing to notice the fish and see if they did not have a fair sized dark stripe down the back, with the general color resembling an ordinary salmon or trout. He did so, and the mystery was solved. There was the dark stripe, and they were simply haddock or pollock, and nothing more. The skin of a genuine Georges cod fish is as spotted as a leopard. Now at that time you could buy all the haddock you wanted at 2c per pound. So our friend was making just 100 per cent. profit. Easy enough when you know how!

100 per cent. profit.

We never forgot the lesson. It is not all gold that glitters. Some of our old residents will remember this concern. Their stay was short: they soon folded their tents and departed as they came, but with less noise. Others who were here in business at the time remain to tell the story. This is one of the ways of deception practiced long ago. In the next chapter we will give you some of the new, up-to-date methods in the same class of goods.

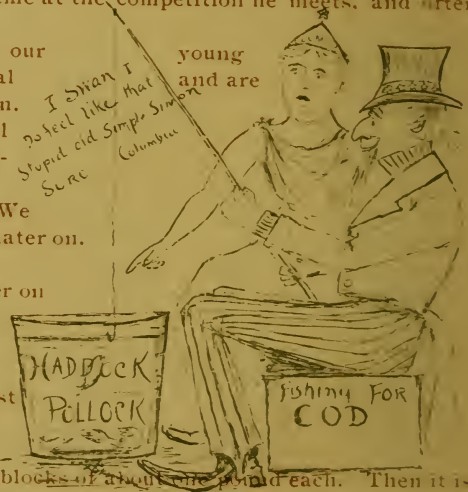
Came loudly; went silently.

Bear in mind that it is our aim to show the need of better laws on the question of pure food and deception in the sale of food in the state of Illinois. These laws should be enacted and rigidly enforced, with severe penalties attached for those who sell goods under false labels or misleading advertisements.

CHAPTER IV.

Fishing—Continued.

The matter of adulteration of the food we eat is carried to such extremes that a dealer who has any regard for truth and veracity is made to blush for very shame at the competition he meets, and often ashamed he is a grocer.



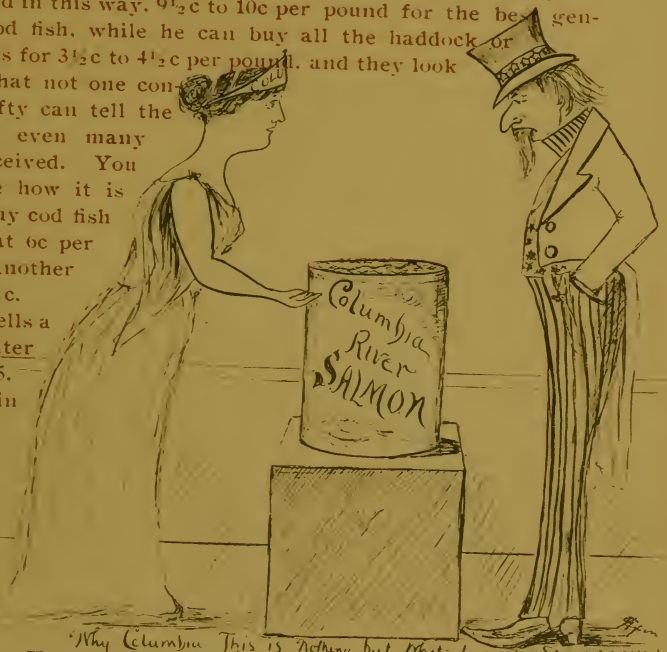
Is it any wonder that our young men are becoming skeptical and are asking the serious question. "Can a man do a successful business to-day and be honest?" There is ample ground for the question. We will reply to it more fully later on. But we think he can.

A serious query!

To continue the chapter on fishing. The modern, up-to-date plan in preparing dry salt fish for market is to remove the skin and most of the bones. The fish is then cut in strips, and sometimes put up in small blocks of about one pound each. Then it is

ready for the consumer. Now to-day the dealer will have to pay for the fish prepared in this way, 9½c to 10c per pound for the best genuine Georges cod fish, while he can buy all the haddock or pollock he wants for 3½c to 4½c per pound, and they look so near alike that not one consumer out of fifty can tell the difference, and even many dealers are deceived. You can readily see how it is that you can buy cod fish of one dealer at 6c per pound, while another charges you 12½c.

One dealer sells a kit of finest bloater mackerel at $3.45. Another dealer in the same town sells, to all appearances, the same package and same fish for $2.65. The packages look alike, the fish are the same. What makes *A* charge more than *B*? Take the fish out of the package and weigh them. You will find the package from *A* contains 15 pounds net of fish, while that from *B* has but 12 pounds of fish, and a little more salt. Simple enough when you know how, isn't it? And no law in Illinois to prevent it, as neither package stated how many pounds it contained!



Simple enough when you know how.

Take canned salmon. A good Columbia River salmon can not be bought for less than 85 to 95 cents per dozen by the merchant, for half-pound cans, and yet he can buy a pound can with a fine label for 75 cents and you may purchase it anywhere at retail for 8 to 10 cents per can. The truth is, it is not salmon at all but a much cheaper fish.

known as steelbacks, from the northwest. Sardines selling at 4c. three for 10c, or even as low as 2 boxes for 5c, are nothing but the tail of a herring or a small, inferior fish.

A herring's tail.

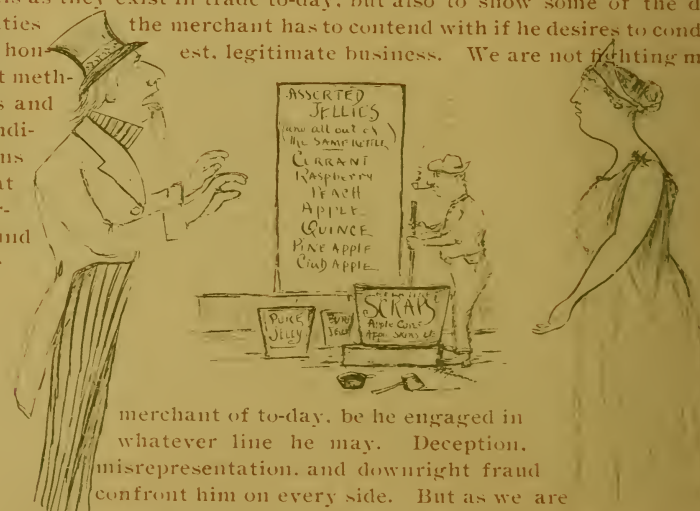
We are in favor of the enactment and enforcement of such laws as will compel the packer and manufacturer to show on the package the quantity and quality of the goods contained in them. Then all dealers will compete on the same basis, and it will be an honest basis. Now it is a free-for-all, go-as-you-please race and the consumer gets the worst of it.

CHAPTER V.

The Story the Label Tells.

It is not only our purpose to show in their true light some of the evils as they exist in trade to-day, but also to show some of the difficulties the merchant has to contend with if he desires to conduct an honest, legitimate business. We are not fighting men, but methods and conditions that surround the merchant of to-day, be he engaged in whatever line he may. Deception, misrepresentation, and downright fraud confront him on every side. But as we are grocers, we speak of the evils that are common to our branch of business. One of the most deceptive things of to-day is the present label system. It is a gigantic fraud. Let us explain: A jobber, or even a

Not fighting men, but methods.



A gigantic fraud.

retail merchant, can get an article labeled to suit his fancy or the demand of his patrons. As a result you can buy any day in any city in Illinois canned goods bearing showy labels, reading something like this: "Selected Sugar Corn." "Fancy Early

Labels to suit.

June Peas, Superior Quality." And the cans contain simply the dried article soaked and canned.

Others read, "Fine Columbia River Salmon," which do not contain an atom of genuine salmon: the cans are filled with a cheap fish known as steelbacks. Or, glass jars, with a handsome label, with the picture of a honey bee, and the seductive words, "Pure Honey," containing very little real honey, but a good deal of glucose and a small piece of honeycomb; or, a pail of jelly, with a most beautiful and attractive fruit label bearing the words, "Pure Fruit," currant, raspberry or strawberry jelly, made almost entirely of refuse from fruit, animal jelly and glucose, colored and flavored to suit, and all taken from one and the same kettle. When the retail merchant places an order, say for 25 pails of this jelly the salesman will frequently ask, "What do you want this branded, currant, raspberry, or assorted?"

All out of the same kettle.

These are facts, and you will readily see that you have only to name your price and immediately there is forthcoming an article having the appearance and bearing the label of the genuine goods, but alas, lacking in quality. These are some of the things a merchant has to contend with, and these things will go on until the people are made aware of the true condition of things and demand the enactment and enforcement of laws compelling the manufacturer and merchant

to sell the goods they advertise under true labels, and until the people realize that a gold dollar can not be bought for 90 cents.

The constant cry is for something cheaper, and adulteration and deception is the result. We must be willing to pay a fair price for a good, pure, wholesome article, if we expect to get it.

CHAPTER VI.

Death Rate Growing—What Causes It?

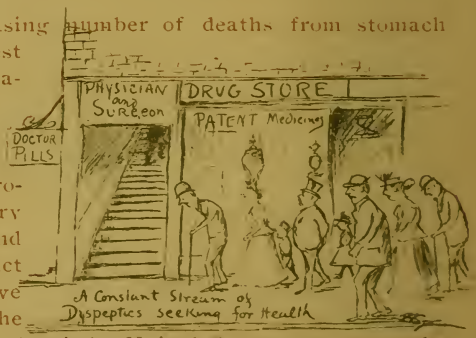
We are pleased to note that very many people are beginning to realize that food products when offered at prices that are below the reasonable cost to manufacture a pure, wholesome article of the kind, are unsafe things to purchase and place on the table for the family to eat. We quote here a little article, taken from one of the city papers of recent date:

Unsafe things to purchase.

DEATH RATE GROWING.

DOCTORS ATTRIBUTE IT TO WHAT WE EAT.

"The constantly increasing number of deaths from stomach troubles is exciting the keenest interest among the medical fraternity. The prevalence of these stomach disorders or ailments the doctors attribute largely to impure food products with which the country at large seems to be flooded, and in an attempt to counteract which many of the states have enacted pure food laws. The fact of the matter is the people of the United States are, as a rule, too careless and indifferent as to what they eat or how it is cooked, and the inevitable penalty of disordered stomachs is the result."



A flooded country.

It will be seen that the above quotation is just what we have been saying in all the preceding chapters.

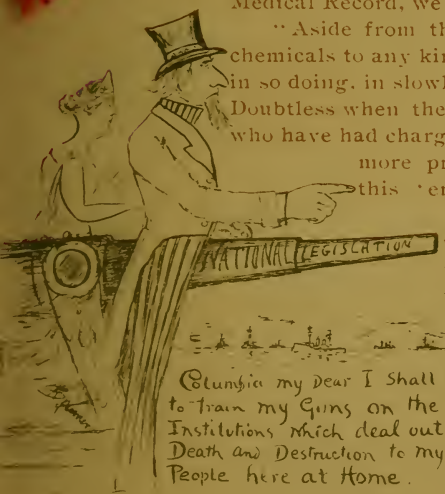
Look about you and see how much more common diseases of this character are now, among your acquaintances, than they were a few years ago. See if you can find any other satisfactory solution of the cause. What we need is a national pure food law compelling merchants to sell what they advertise, under true and honest labels. If the goods are impure or adulterated, the label should show it. Then, and not till then, will the consumer be safe.

Labels should tell the truth.

It will also be noted that our government just now is greatly concerned over what General Miles called "embalmed beef." The whole subject will be thoroughly ventilated by the new commission just appointed by the Secretary of War. From a long paragraph in The Medical Record, we take the following sharp words:

"Aside from the reprehensible practice of adding chemicals to any kind of food, there is a positive danger in so doing, in slowly poisoning the unsuspecting victim. Doubtless when the reports are made by the surgeons who have had charge of the victimized men, it can be more properly determined what real harm this 'embalmed' beef has occasioned. In any event a proper public sentiment will be created against the general principle of adulteration, by facts which will be brought out in the impending investigation. Morally and scientifically any form of food adulteration is always wrong, and the sooner the guilty jobbers can learn this, the better."

Slowly poisoning.

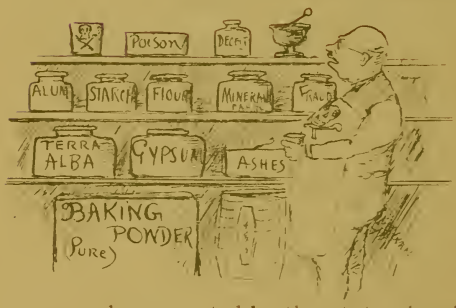


Is it not a wise and safe policy to give the health of the family the benefit of all doubts in this matter.

and to keep clear of all suspicious and adulterated goods? The exhibition in our store of quite a line of samples of impure goods and fictitious labels are sure to be of interest to you.

CHAPTER VII.

"There's Death in the Pot."



We have said a good deal thus far on food adulteration, deceptive labels, etc., of the different conditions that surround both the merchant and consumer in states where they have pure food laws in operation, as compared with Illinois, where we have practically no laws. Let us show you some of the results. Here are a few examples, reported by the state chemist, for the state of Michigan, taken from their Bulletin No. 22.

Analysis of samples by the state chemist. Taken from dealers and being sold to the public.

Cream of Tartar 65 per cent. plaster paris.

Sample No. 385—CREAM OF TARTAR. Scale of 100.

Cream of Tartar	None per cent.
Phosphate of Lime	3.70 " "
Gypsum (plaster paris)	65.04 " "
Moisture	14.26 " "
Starch	2.34 " "
Acid Phosphate of Lime	14.56 " "

Imitation of Cream Tartar.

Sample No 702—CREAM OF TARTAR.

Cream of Tartar	None " "
Water	12.04 " "
Acid Phosphate of Lime	10.54 " "
Phosphate of Lime	3.24 " "
Gypsum (plaster paris)	67.73 " "
Starch	6.45 " "

Sample No. 694—MUSTARD.

Ash	3.65 " "
Starch	45.00 " "
Coloring	Turmeric.

Mustard adulterated with wheat flour.

Sample No. 678—MUSTARD.

Ash	3.18 " "
Starch	53.56 " "

Sample No. G. 351—ALLSPICE.

Ash	6.53 " "
Starch	12.91 " "
Cracker crumbs	Present.
Red saunders and wood splinters	Present.

Allspice adulterated with cracker crumbs, red saunders and floor sweepings.

Sample No. 377—SYRUP, White Clover Drips.

Ash	.59 per cent.
Moisture	19.36 " "
Sucrose	None.
Reducing Sugar	53.57 " "
Polarization, direct	130 degrees.
Polarization, indirect	130 degrees.
Glucose Syrup	not properly labeled.

Sample No. 701—MUSTARD.

Ash	7.03 per cent.
Sand	1.15 " "
Yellow Ochre	2.08 " "

Mustard adulterated with yellow ochre and sand.

Mustard adulterated with yellow ochre and sand.

Sample No. 379—SYRUP, Gold Medal syrup.

Ash	1.58 per cent.
Moisture	18.89 " "
Sucrose	5.97 " "
Reducing Sugar	36.36 " "
Polarization, direct	128 degrees.
Polarization, indirect	120 degrees.
Cane Sugar	5.97 per cent.
Glucose	94.03 " "

Not properly labeled.

Sample No. 53—COFFEE.

Coffee	30.00 " "
Potato Starch	60.00 " "
Chickory	10.00 " "

After reading the foregoing illustrations you will surely agree with us that it is high time some one should take up the subject of pure food

The gizzard of an ostrich.

and ventilate the whole business. It is strong diet. to say the least. and nothing but the gizzard of an ostrich could digest it. and remain in a healthy condition.

Now, in states where they have pure food laws in force there are severe penalties for the persons who manufacture, or the merchants who sell such goods. In the state of Michigan this is the penalty:

Prison offenses.

> Whosoever shall do any of the acts, or things prohibited, or wilfully neglect or refuse to do any of the acts, or things enjoined by this act, or in any way violate any of the provisions, shall be deemed guilty of a misdemeanor, and where no specific penalty is prescribed by this act, shall be punished by a fine of not less than $100.00, nor more than $500.00, or by imprisonment in the county jail for a period of not less than 30 days, nor more than 90 days, or both. Such fine and imprisonment in the discretion of the court, for each offense.

Do you like it? Then why not have it so in Illinois? Do you rest secure in the supposition that such goods are not sold in our own state? Then arouse yourself quickly, for they are being sold every day, and very few people raise hand or voice against it. We are doing what we can. Will you help us? Our food exhibit in connection with which this pamphlet is issued, is a practical exhibit, given by samples, in such a way as to prove the statements that we have made, so that you can see clearly for yourselves that our statements are true.

CHAPTER VIII.

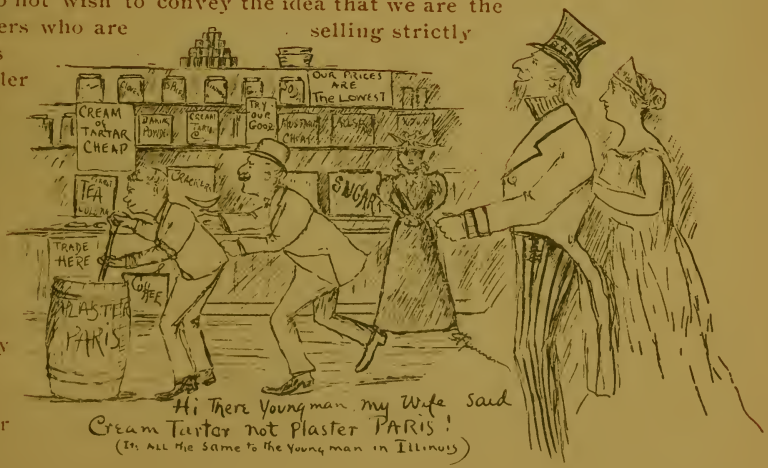
Liberty and Law—A Step in Advance.

In the preceding chapter we showed you some of the practical workings of the pure food laws in the State of Michigan. Those laws have this for their foundation: A good foundation.

Act No. 193, laws of 1895, State of Michigan, is an act to prohibit and prevent the adulteration, fraud and deception in the manufacture and sale of articles of food and drink."

You will note that the above quotation is exactly what we have been writing about in all the preceding chapters. It simply shows that the State of Michigan has proved by actual purchase and chemical tests, etc., what we have learned by our own experience of over thirty-two years in the grocery business in Galesburg. We look upon the adulteration of food, and the sale of goods under false labels and misleading advertisements, as an abomination to every dealer who tries to conduct an honest business and an imposition and a swindle to the consumer—put in its mildest form. And when food products are adulterated with things detrimental to health, it becomes, if known (and every effort should be made to know), a downright crime, and should be severely punished. Swindling the consumer.

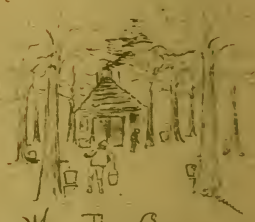
We do not wish to convey the idea that we are the only dealers who are selling strictly first-class goods under true and honest labels. There are many others who are selling the best goods they can buy, and will serve their



patrons faithfully. Such merchants will agree with us in all we have written as far as they have investigated, but they have not, perhaps, given the matter as much thought and study. And yet we do maintain and declare that many goods of a very low order, many that are adulterated so that they are injurious to health; others that are falsely branded are being sold in Illinois and even in our own fair city, and in the majority of such cases the dealer knows it.

Buying arsenic and eating it.

We have a right to buy arsenic, if we want to, and eat it, too, but the law provides that we shall be protected, and no druggist would dare sell it to us without putting on a label telling us what it was, and that it was poison. We should have the same protection in the line of food. The label should show what it is, and when impure, the dealer should be compelled to tell his customer when he sells it. It is so now in Michigan, Wisconsin, Ohio and New York, and our elaborate exhibit will show you how they have to mutilate some of the original labels by sticking on gum labels which tell the plain truth of the contents of the package, but which can be bought here under the original false and deceptive label. A state law is good as far as it goes, but what we need is a national pure food law. We are not alone in this matter: there are others all over the country who are wide awake to the needs of the hour and are doing all they can to make things better.



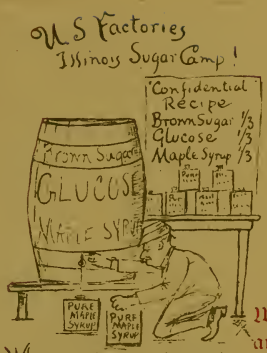
Senator Mason.

It appears that a resolution has already been before the House Committee on Manufacturers in the Senate. This resolution covers all the questions we have been writing about. We quote from one of our trade journals a recent interview with Senator Mason in relation to the resolution referred to above. He says:

"We are the only civilized country in the world which does not protect its citizens in the matter of food adulteration, and this bill affects all articles

of food which are subject to such adulteration. Our tea, coffee, vinegar, and spices, and at least 50 per cent. of everything else that goes upon our table, is adulterated. Some of it is deleterious to health and life, and all of it is fraudulent. This resolution has been favorably reported by the Committee on Manufacturers and I hope to secure its passage.

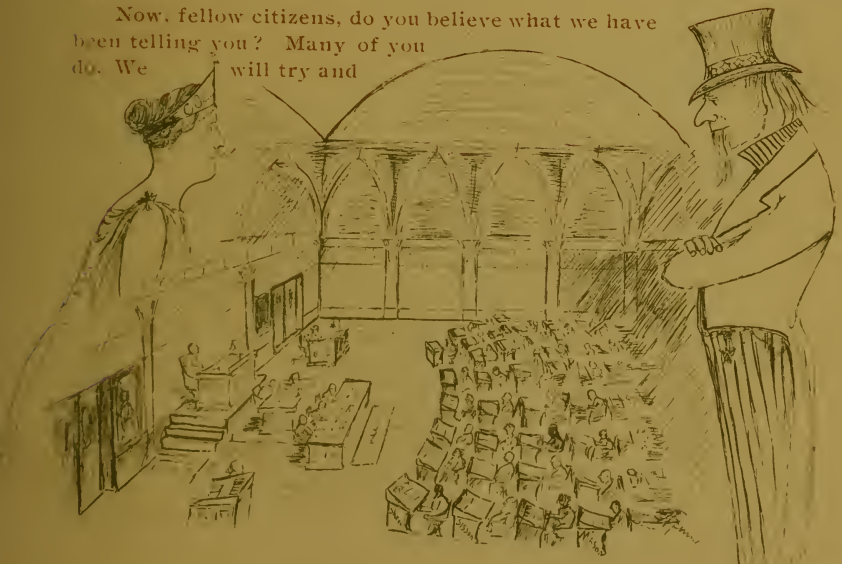
That is what we want and must have. Will you think enough of this matter to ask our own senator, Leon A. Townsend and Congressman George W. Prince what they think of it and what they are going to do about it?



What are they going to do about it?

On January 6th, 1899, Gov. Tanner appointed a committee to represent Illinois at the national pure food and drug congress, held in Washington January 18th. Among them were Geo. A. Scherer, President of the Illinois Retail Merchants' Association, and our fellow townsman, Mr. H. M. Sisson.

Now, fellow citizens, do you believe what we have been telling you? Many of you do. We will try and



satisfy any who may be in doubt before we get through. We are not strangers among you. On the contrary, we are well known. We have been doing business here on this corner for nearly thirty-three years. We have won a large patronage and an enviable reputation by the fair and honorable methods we have used in conducting our business. Our reputation is not for sale. We have watched the rapid growth of existing evils for the past few years, until it has reached such mighty proportions, that to remain silent when we are in possession of the facts, is to become a party to this great wrong. We are opposed to this whole infamous business of deception and fraud, such as are in common practice in trade to-day.

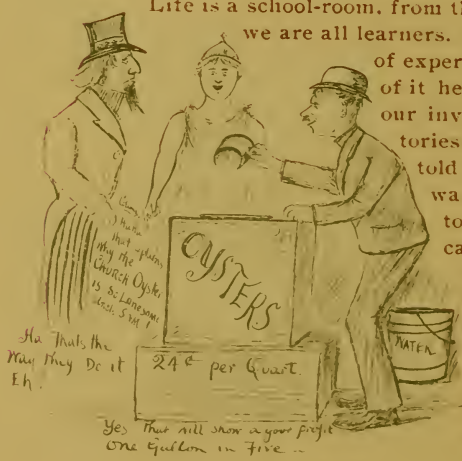
Give us your moral support.

Are you sufficiently interested to give us your moral support? We would be pleased to have you tell us what you think about it. If you have become interested in this matter by what we have written, we have been repaid for our labor.

CHAPTER IX.

The Teaching of Experience.

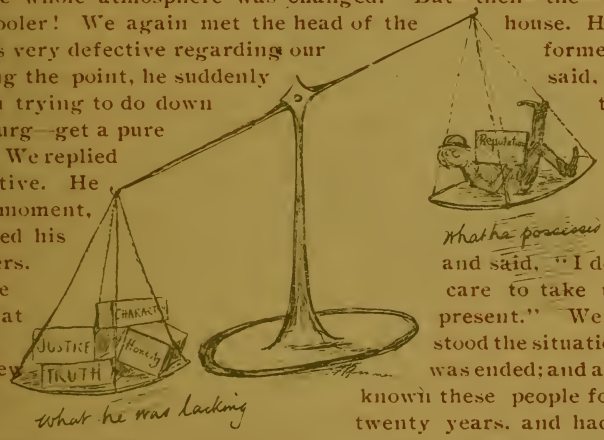
That lonely church oyster.



Life is a school-room, from the cradle to the grave, and we are all learners. We have had some rare bits of experience: let us tell you a little of it here. As we proceeded with our investigations we visited factories and stores. In each case we told them squarely what we wanted, and what we proposed to do, so that if they did not care to aid us, then and there was the time to say so. But we learned that they could not all be relied upon to carry out their promises. One day we passed through a large factory at the invitation of the head of the

firm. He had seemingly been greatly interested in what we were doing (and from subsequent events (!) we have no doubt he was). While sitting in his private office, and examining some of the evidences we had secured, regarding adulterations in another branch of trade, he gave utterance to this expression: "My God, how do we live?" His factory bore every indication of adulteration and deception, but he claimed to be sick of the whole business, and very desirous of a better order of things. We selected three or four dozen samples for our exhibit, and went on our way. We waited two weeks for the goods, but they did not arrive. In reply to an inquiry as to the cause of delay the firm replied that they were entirely ignorant of the order of merchandise we referred to. We determined to make them another visit, and on entering their office, discovered at once that the whole atmosphere was changed. But then the weather was cooler! We again met the head of the house. His memory was very defective regarding our former visit. Pressing the point, he suddenly said, "What are you trying to do down there at Galesburg—get a pure food law?" We replied in the affirmative. He hesitated a moment, shrugged his shoulders, and said, "I don't believe we care to take up this matter at present." We clearly understood the situation. The interview was ended; and although we had known these people for more than twenty years, and had transacted some business with them, when the testing time came they were weighed in the balances, and found wanting.

A great question.



Weighed in the balances.

But "there are others."

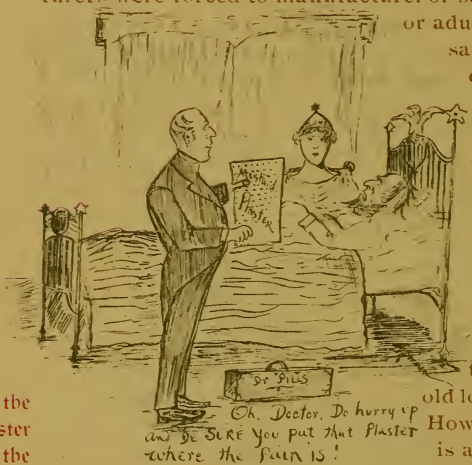
One day we were talking on this same subject, with the head of the canned goods department of one of the largest wholesale grocers in Chicago. He declared that conditions surrounding trade to-day are the bane of commercial life. Referring to false brands and labels, he turned to one side, and picking up a can of soaked peas,

said most vigorously, "If I had my way about it, I would have such goods branded this way, in large letters:

Not worth a —snap.

"THESE PEAS ARE SOAKED AND BLEACHED
and furthermore,
they are not worth a—snap!"

While we found that nearly all wholesale dealers and manufacturers were forced to manufacture, or sell, more or less, of false labeled or adulterated goods, we are glad to say that the great majority only do so because they are forced to do so by their patrons, or dishonest competition, and they would hail with joy wise legislation in this matter.



Put the plaster where the pain is.

We have made some scathing statements, but they are true. You will notice we have avoided any personal allusion from beginning to end, save in one instance: in chapter three, reference was made to an old long-ago-defunct establishment. However, we hope wherever there is a pain, the healing plaster will be applied. The right kind, if applied in time, will effect a cure!

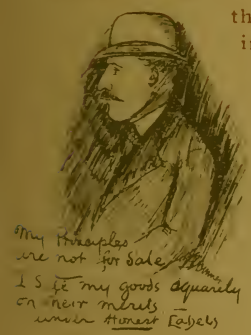
CHAPTER X.

Bargains and Bargains.

In writing upon the important subject of food adulteration and deception, we have tried to show in their true light many methods in common practice to-day all over our land, by unscrupulous merchants and manufacturers, which are intended to deceive the purchaser and lead him to suppose he is offered some extraordinary bargains, when, as a matter of fact, many of the "bargains" are dear at any price.

on account of their adulterated or fraudulent character; and then, these same merchants, or manufacturers, will pose before the people as public benefactors, for having brought down prices. But modern business men are not all of this order. During the time we have been probing into this business, we have found many of unimpeachable character, and sterling worth, and we have been made to realize as we never did before, that *reputation* is what we pass current for on the street, but *character* is what we *are*, and we desire to pay tribute to the high standing of some of our Western millers, out in Kansas and Nebraska, which has been made evident through an experience gained since the preceding chapters were written. It is an open secret among dealers in groceries, whether the people know it or not, that a large amount of flour made from wheat grown and milled in those states, is being sold through this section under fictitious brands, like "Best Northern," or "Best Minnesota Flour," the brand on the sack bearing every evidence of being genuine Minnesota or Northern flour. To test the matter and find out to what extent this was being done, we wrote several letters to Western millers, asking quotations on their flour, put up under Minnesota or Northern brands. Be it said to their credit that three of these millers promptly replied in strong, though courteous, language, that they were not engaged in that kind of business. It is refreshing in these days to find men of that stamp, holding their standard high. But there were others, who quoted the price of their product, and were ready to furnish the goods under any brand desired.

A public benefactor.



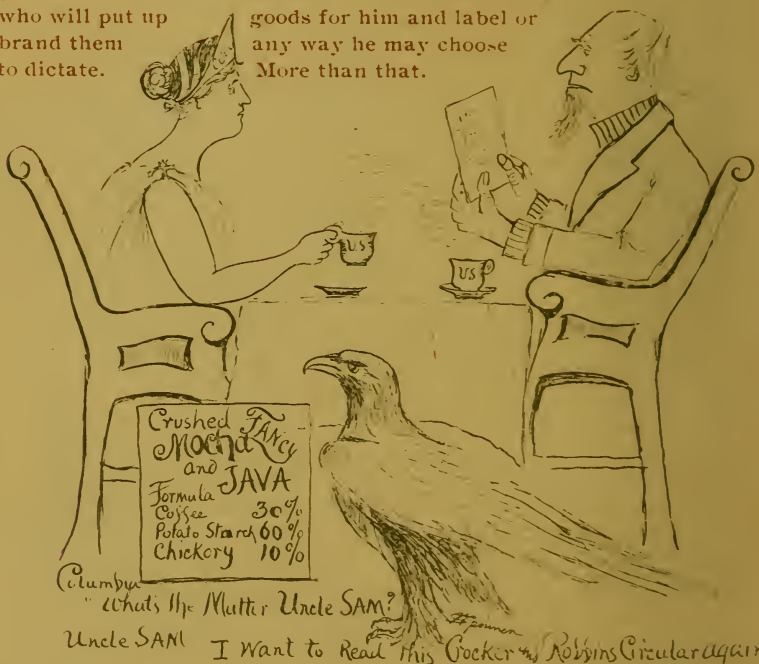
Character or policy, which?

CHAPTER XI.

What of the Future?

Catchem and Skinem.

That is the problem of the hour and we, fellow citizens and business men, are here to solve it. With the firm of Fraud, Cheat & Co., on one side, and Catchem & Skinem on the other, it is indeed a problem. We have already proven to you, in chapter seven, that vile and unwholesome goods are for sale in almost every city and state in Uncle Sam's domain, and in most cases without restraint. But our food exhibit clearly shows that the brand, or label, on goods which should convey the truth to the purchaser, means practically nothing, and in thousands of cases is a monstrous fraud. Any retailer who is so disposed can find multitudes of manufacturers who will put up goods for him and label or brand them any way he may choose to dictate. More than that.



many manufacturers are daily tempting him in every way they can, (hoping thereby to secure a liberal order) to buy adulterated or inferior goods, telling him they will send them to him under a genuine brand, or label, and the people will never know the difference, and he can make a larger profit. It is a strong temptation in these days when competition is so keen, and the people themselves, not knowing the facts, constantly demanding "Lower Prices!" "Lower Prices!" until it is simply impossible to produce an honest article at the price

A strong temptation.

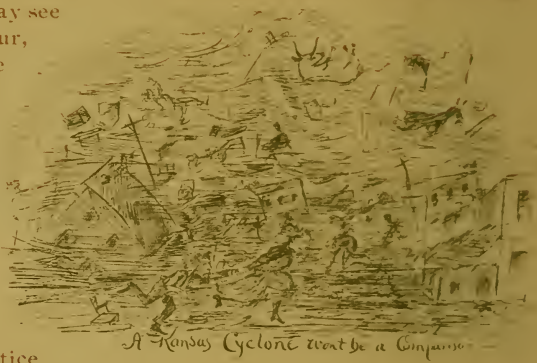
demanded. Many a merchant loses his head and falls into the net, sells out his principle, smothers his conscience, by saying to himself, "Others do it, the public clamor for it, let them have it! *Let them have it!* There is more money in it for me anyhow," and he joins the mighty throng. His clerks know of it, and look on in astonishment at their hitherto honest and truthful employer, and exclaim, "Alack, how are the mighty fallen!" and ask the vital question, Can a man conduct an honest business to-day, and be successful? Fellow merchant, let us ask a plain question right here for us all to ponder: How can we expect honest service on the part of our clerks if we are guilty of these things ourselves? For we, who are in business, know far better than the great mass of the people can know, that, whether this is true in our case or not, it is of daily occurrence all around us.

We are in possession of facts that go to prove that business transactions have taken place and merchandise has been sold under conditions that would not bear to have the search light of truth turned upon them, even here in Galesburg, during the year just closed. There must be wise and speedy legislation, national laws must be enacted and enforced, that will govern the whole business of false labels, misleading advertisements, etc. The dealer should be compelled to furnish the quality and quantity he advertises: if this is not done, it is only

The search-light of truth.

a question of time, and that not far distant, when the strictly honest dealer will pull down his sign and retire from business, for he can not meet the prices of adulterated goods, deceptive labels, etc., with true and honest goods. These are indeed serious problems and worthy our most sober thought, from a physical, commercial and economic standpoint. But right will prevail. We are a mighty nation of liberty loving people. We only require to be enlightened on any great moral question that we may see the need of the hour, and there will come such an avalanche of public sentiment that nothing can resist it. A Kansas cyclone won't be a comparison. Barnum, the famous showman, used to say, "The people love to be humbugged," but we notice that he was careful to see that the crowds left his canvas well satisfied that they had received the worth of their money, from the standpoint of a show. Abraham Lincoln said, "You can fool all the people sometimes, you can fool some of the people all the time, but you can't fool all the people all the time." We are even now looking towards the dawn of better things. This will be the sure result. Honest and sound principle are sure to win in the long run, as deception and fraud are to end in disaster and shame. Absolute honesty in business relations, as well as in other relations, is the only thing that will stand the test of time.

Public sentiment.



This is our answer to the question of many employes, and we hope this book will be largely read by them.

Uncle Sam hazards the Dawn of better things

Pioneers in Pure Food Agitation

In Galesburg

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LISHED
1886

ARLINGTON
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BLOCK

TELE
PHONE
118

Crocker & Robbins

WHOLESALE AND RETAIL **Grocers**

Thirty-three years in business in Galesburg. We have the largest store and carry the largest stock of the kind in Knox County. We buy all our goods of reliable jobbers and manufacturers for spot cash, buy your groceries of us and save money.

OUR WATCHWORD:

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